



IST- 015685

## **Overall Marketing & Communications Plan for The European Library (including TEL-ME-MOR)**

**Deliverable: 2.3**

**August 2006**

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The TEL-ME-MOR project is funded under the European Commission, IST Programme.

### **Executive summary:**

After a brief overview of the marketing strategy of The European Library, this document outlines the action plan for 2006/2007. It answers the following questions:

WHY WE NEED THIS PLAN – milestones and goals to achieve in 2006/2007

WHAT WILL BE DONE – actions to realise these objectives

WHO DOES WHAT – dividing tasks and working process

WHEN – central and national marketing agenda

### **Differences of this draft-version to the previous marketing & communications plan:**

- integrates marketing activities of TELMEMOR participants
- proposes clear agreements between participants and the Office concerning internal communication
- introduces key performance indicators to assess market and library impact
- introduces agendas exclusively for marketing activities

*This version was drafted following the input of the participants of the 3rd The European Library Seminar / Editorial Working Group meeting (Zagreb May06).*

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## INTRODUCTION

Marketing is about understanding your product or service, pricing it for the market you selling to, promoting it in as targeted a manner as possible, ensuring the right people are available to execute the tasks and putting in place a process that achieves and measures your goals so you can improve the next time.

This plan outlines the positioning of The European Library and how we propose with the help of the National Libraries to promote it in 2006/07.

Particular attention goes out to the marketing of The European Library in the TELMEMOR countries. This is necessary because some TELMEMOR partners currently don't have experience, know-how or budget dedicated to marketing.

The European Library Office actively supports and stimulates marketing & communication activities. These range from 'classic' practices to web-marketing activities like setting up linking partnerships and search engine optimisation techniques (SEO). Editorial guidelines are produced to support the creation of multi-lingual search engine optimisation copy.

To help TELMEMOR libraries in creating a local marketing & communications plan, TEL Office has written and disseminated clear templates and guidelines. However, as there are big differences in marketing know-how and experience across the TELMEMOR libraries, the resulting local M&C plans show quite some variety in coverage and depth. This is also influenced by differences in financial and human resources available for promotion and marketing activities in each of the libraries.

Originally The European Library was launched as a Beta service in March 2005. This gave us the chance to conduct a user survey and improve both the stability and usability of the site, allowing for version 1 of the site to be made live in November 2005. The difficulties of speed and browser compatibility were largely corrected as have been the access problems to partner library servers. As well as increasing the usability of the site, The European Library has seen the addition of 6 new libraries and their collections to the founding 9. 4 of these libraries are from the new member states have joined under the sponsorship of TEL ME MOR. Another 5 libraries will join by the end of 2006.

Marketing began with the contact of Google – this has led to several libraries entering into bilateral agreements with Google. The first version of the marketing plan tried to establish what the libraries could do to help and some of this activity occurred. However marketing started in earnest this year with the employment of a search engine promotion company, a marketing assistant and a marketing freelancer. This has led to the development of this action plan and The European Library exposing the collection descriptions and any data held in the central index to Google. In addition work has been done on a linking programme, with particular emphasis on Italy. Search engine optimisation has been partially outsourced with a Google ad word campaign to boost traffic and discover what people are looking for in order to create search engine optimisation pages.

Log file analysis is a very important instrument to find out how closely the portal matches the needs and understandings of our targeted audience and to examine their info-seeking behaviour. Furthermore, web statistics and analysis make it possible to measure the effects of

marketing efforts. However, as long as The European Library lacks a central database, The Office can only measure half of what is available. Libraries that haven't done so already are therefore strongly advised to implement a web-statistics program, preferably the same one as The European Library Office uses (Awstats webstatistics). These programs make it possible not only to assess the impact of The European Library service on the specific country, but log files and web analysis can also be used as feedback for libraries for their strategic plans, over what and when to digitise, etc..

Given the changes in and around The European Library, the marketing needs to be dynamic and adaptable. This document is therefore primarily an action plan, is based on fulfilling the mission statement: "The European Library exists to open up the universe of knowledge, information and cultures of all Europe's national libraries." In short, this means:

- 1) building a recognizable brand synonymous with online access to the cultural heritage held in the national libraries of Europe.
- 2) driving up usage and readership of the portal and hence driving up usage and readership of the national library holdings

### **Target audience of The European Library**

To understand our brand and position and therefore to whom we appeal, it helps to describe our unique selling points, or what constitutes The European Library for the different user groups:

### **Unique selling points**

<b><i>For users</i></b>	
	i. able to search for the first time centrally across digital catalogues and content of the national libraries of Europe
	ii. access to quality, deep web resources
	iii. access to native resources held in other countries
<b><i>For content</i></b>	
	i. Continuous development, sharing and innovation in metadata, interoperability and other technical standards
	ii. Feedback on user demands to help prioritise institutional and national digitisation activities
<b><i>For partner libraries</i></b>	
	i. Increased exposure on the world stage (it shouldn't matter how someone finds you, as long as they do)
	ii. Greater political and actual mass providing greater marketing and negotiation power
	iii. A feedback loop on what users do and therefore want

	iv. exchange of ideas and good practices – libraries face many similar challenges
	v. international showcase for collections

The European Library should be accessible to all, but its primary target group is the ‘European (academic) researcher’. This is partly because they can be targeted and understood as a group and partly that it is this group that will benefit the most from cross border, cross subject access to information. These researchers are most likely to return, as can be seen from our latest user survey. As a result it is towards this audience that the site and its marketing activities are initially directed. However, it is important to bear in mind that the end goal is a *global, higher educated* audience (‘informed citizens’ not necessarily academics, researchers or professionals). We therefore need to differentiate the research community, business community and the general public and adjust our marketing according to the different segments of the market. Target groups are also determined by the type of information held in the national libraries.

#### **Target groups:**

1. Academic research community: facilitators and users of institutions of interest to academic community, university students, schools, educational establishments.
2. Professional researchers: librarians and information professionals
3. Creative industry and cultural sector: Publishing houses, market research agencies, ‘knowledge / training centres’ of multinationals, museums, archives
4. Non-professional researcher: ‘informed citizen’

This plan will only work if all CENL members play their part and fulfill their obligations. This plan and agendas will be updated regularly.

## **1. PROMOTION GOALS FOR 2006/2007**

- Have defined the Unique Selling Points of the site
- Have established a brand synonymous with online access to the cultural heritage accessible in the national libraries of Europe
- Have ensured that all national libraries of CENL established links to The European Library, have created access to The European Library and many have joined as full partners.
- Create a Marketing and Communications Plan for both full partners including TELMEMOR and basic partners
- Encourage more members to actively promote The European Library
- Have both central and local PR campaigns to increase brand familiarity, in particular to academics and professional researchers.

- Have an updated events and media calendar; editorial year plan
- Ensure that good news about The European Library appears in (trade) press
- Increase the number of newsletter subscriptions from 730 to 1.000– target audience: basic participants libraries, librarians & information professionals, and publishers & policymakers working in relevant areas
- More full members talk at conferences about The European Library and to solicit opportunities
- Have an extensive online marketing program up and running:
  - Linkage program with all relevant sites. Have piloted the inclusion of The European Library in relevant National Library Portals. If this pilot is deemed successful, broadening to the academic (library) sector.
  - Promotion directed at major and niche search engines. Portal regularly crawled and ranked 7/10. Achieved a top 30 listing in all relevant search engines before the end of 2007.
  - Website optimization
  - Service marketing: create services such as tagging, email alerting to new content, etc. and content presentation to bring content to the surface

### Target Numbers

- For the site (estimations)

	<b>Baseline (03/06)</b>	<b>end 2006</b>	<b>end 2007</b>
CENL Libraries			
- access to The European Library	16	45	45
- full partnership	16	24	30
Links to The European Library	1.980	6.000	12.000
User sessions p/m*	70.213 (dynamic pages)	1 million	1.5 million
registered users*	not active	3.000	3.000
New content alerts*	not active	9.000	9.000
Reach among Arts and Humanities		20 member countries	30 member countries US and Australia
newsletter subscriptions	730	1.000	2.000
Good news press releases	not active	4 times in the year	6-8 times a year
Speaking engagement	not active	4 times in the year	4 times in the year
Articles	not active	4 times in the year	4 times in the year

\* numbers to reflect the objectives in usage

- Measure partner library impact on The European Library:

Measuring traffic (portal → country) in recordings of the log files of The European Library:

- selection of library in list of libraries
- selection of library in list of treasures
- selection of library in list of links

- (number of direct referrals to The European Library site from a country-specific address)

Besides these web-statistical indicators, we can count:

- number of press releases
- number of press articles
- number of researchers in our registered users database

The effect The European Library has on library sites can **only be measured by the libraries** themselves. Libraries are therefore strongly encouraged to run a (free) web-statistical program.

- Have defined Key Performance Indicators (KPI's) to assess market and library impact.

### **Internal communications**

- Have delivered overall and country-specific developments reports based upon log file analyses, qualitative sources and/or KPI's
- Have ensured that all actors within the network are well informed and know what (work) to expect. For instance, ensure that the meaning and function of each new The European Library release is communicated clearly to appropriate contacts and working groups and that information is easily accessible on the management site.
- Encourage that all actors within the network share relevant (market) information and best practices, concerning e.g. service development (e.g. Digitisation-on-Demand) and content presentation

## **2. ACTIONS REQUIRED TO ACHIEVE THE SET GOALS**

- Price
  - The European Library is largely free to the user. Payment is the role of the partner library. The means of calculating subscriptions based on library budgets has been altered to a more generic method. Action: Subscription prices will be communicated by CENL well in advance of 2007 budget setting.
- Research
  - Obtain user requirements from proactive user surveys, log file and web metric analyses as well as reactive feedback
  - Cross reference what users (registered in user database) actually do with what they say they want.
  - Create a user board and virtual user group outside of the national libraries to advise us on development
  - Undertake benchmark studies against other portals to find areas for improvement
  - Execute ad hoc e-market studies



- Site development
  - Release 3 new versions of The European Library each year so that it is able to react quickly to market forces while reducing the risk of each release. These releases will add functionality and help deliver the content updates.
  - Develop a customer service ethos to the site, with clearer Help pages, online wizards, demos and a 48 hour turn around for any help requests.
  - Continue to design the interface in a way that improves navigation, usability, brand recognition, and retentiveness.
  - Promote the inclusion of more digitised objects, and the use of a central database
  - Re-present the content in different and innovative ways so that it can be found.
  - Work proactively with search engines and other industry standards
  - Enforce the alerting of remote server problems to be taken seriously by partner libraries.
  - Hold a workshop for the user group together with the Contacts Group
  - Develop a users' database and email alerting system to promote new content and areas of possible interest.
  - Create a TEL toolbar and RSS notification
  - Investigate how to include non-national libraries and other cultural institutions collections into The European Library
  - Explore additional services to add value to libraries and end-users. For example, 'news from the library' section, personalisation and exploring means to communicate with our audience
  - Develop content (presentation) marketing: e.g. create thematic 'dossiers' to bring otherwise hidden content to the surface on the right time.
- Positioning
  - Define the USP's in workshops with the Editorial, Contacts Group
- Place
  - Encourage national Business-to-Business marketing to get the portal placed in different (language, cultural) environments.
  - Encourage linking from all national library partner sites with recommendations over where to place the link.
  - Encourage the embedding of The European Library in the library information systems so users have another free resource.
  - Ensure that content of The European Library is found on global, regional and national specific sites and portals especially by researchers and information professionals; contacting (national) search engines, inclusion in databases and by placing links from multiple points.
- Promotion (online / offline)
  - Centrally orchestrated media offensive aimed at pushing relevant stories to the (trade) press. We try to tie to hot topics in the press. As well as regular press releases announcing new features and progress The European Library Office will endeavour to take part in industry debate and try to participate in the creation of particular (electronic) articles.

- Conduct a regular news flow to the library and information media to ensure that The European Library is mentioned individually and in all general articles about virtual libraries.
- Web communications: placing site announcements, email shorts (mailing lists, newsgroups and list-serves), getting publications in e-journals and complement / translate Wikipedia articles on relevant areas
- Continue to issue a newsletter every two months.
- Employ an editorial assistant
- Create some collateral for use at exhibitions, conferences etc. A bookmark (short information and mainly URL of portal) suitable for use worldwide, display posters, etc.
- Take speaking opportunities offered and seek others
- Use content as a marketing tool, by encouraging crawling by the big search engines.
- Obtain inclusion in niche and national search engines, and submit to directories
- Hire an external web marketing company to kick start Search Engine Optimisation.
- Site optimisation: To ensure a high unpaid (without ads) position in the results, create 'landing pages' for the search engines to crawl. These pages help us to promote certain areas or subjects that are hidden in the databases, such as music.
- Translate the landing pages to increase traffic to the portal and the library websites from non English language web searches
  - Google Keyword Advertisement campaign: Keyword advertisements are based on the keywords people are using for search, such as European digital library and books online. These words are chosen by The European Library as things people will search in Google for and are most likely to generate content.
  - Further information & instructions: the Office will create and disseminate a separate document on Search Engine Optimisation (SEO).
- Implement linkage programme; all relevant institutions, libraries and learned societies throughout the world. Inclusion in portals, relevant search engines and resources lists of research institutes and think tanks.

## **People**

The European Library and national libraries share a vision and ambitions. From this follows that its marketing is to everyone's benefit: the bigger The European Library gets better for those involved. While growing it's necessary to keep an open and clear communication, and to know what to expect from 'the other'. All full participants are expected to contribute to and participate in the marketing of The European Library.

To confirm the position as the gateway to European cultural heritage held in the National Libraries, requires that all partners deliver the same message, name and logo. It's crucial to be consistent in our communications. This is also one of the issues that arose during last EWG meeting.

### **The European Library Office**

Marketing & communications of The European Library network are covered by 1 full time employee at the Office. The Office also hired an external marketer and a web promotion company to kick start the marketing.

The Office coordinates all marketing and communication activities of The European Library network and specifically undertakes the following:

- works closely with the national library marketing to promote the service in the country and contact people to ensure consistent and high quality messages go to the press and researchers, to make sure they are informed about marketing activity, and to feedback suggestions from customers into The European Library and marketing plan.
- Encourage more full members to talk at conferences about The European Library and to solicit opportunities
- regularly disseminates (library specific) developments reports
- updates the marketing agendas and central marketing & communications plan
- drafts programs / guidelines for key marketing activities such as the linkage program and writing instructions for Search Engine Optimisation (SEO) templates
- uses the partner library Editorial and Contacts Groups effectively (gain and disseminate knowledge)
- supports the marketing and communication to become full member of The European Library service, helping to formulate local marketing plans for instance
- drafts an agenda for regular teleconferences and visits to libraries
- creates an events and media agenda (editorial year plan)
- creates press releases and offers these to all CENL libraries for translation, to put it on their websites, and to send to their press contacts and mailing lists
- Produces marketing collateral. This will need to be translated into other languages and printed. The Office will print a small amount of leaflets in English, these would also be available for the libraries.
- Make better use of the EU communication tools.

In September an editorial assistant will join the Office-team. This person will create among others the editorial year plan and work on the ‘dossiers’.

### **The European Library – Partner Libraries**

It is vitally important that each partner fulfils their part of the deal and takes responsibility to market The European Library in their own countries. All the marketing activity will be assessed for its impact and a report created covering individual country activity. For this reason the Office likes to be able to offer impact assessments and sustainability review per country.

Participants are encouraged to be active in these processes:

- Make full use of networks to persuade the market to use The European Library. Specifically, promote The European Library via national Business-to-Business marketing channels (contacting cultural institutions, etc.).
- Communicate to partner-libraries any best practice, promote the concept of ‘more routes to content’ and share knowledge
- Internal library communication and organisation: Have internal procedures and teams to be able to deliver to The European Library in a timely manner. Appoint members of the staff for practical marketing and communication matters to ensure quick dissemination of new information, updates and guidelines. Library staff trained on The European Library as a resource for use to their clients.

- Inform the Office about additional promotion opportunities, and notify when someone (you?) of the network needs to attend a conference or write an article for a magazine or newspaper.
- Help keep the marketing agenda up-to-date
- Update and return the national library questionnaire.
- Support web promotion activities, for instance by implementing the linkage program and contacting niche & topic search engines. With SEO templates that are translated in all the different languages, we should increase traffic to the each country from The European Library and vice versa. (Again...the more traffic to the portal, the more traffic to the libraries...)
- Distribute press releases in the own country and if necessary, translate it.
- Inform the Office when national journals, magazines, newspapers, etc.. write about The European Library

### 3. TELMEMOR

TEL-ME-MOR is a project funded by the European Commission under the Sixth Framework Programme of the Information Society Technologies (IST) Programme. The project started February 2005.

#### **Objectives**

- support the 10 national libraries from the New Member States in becoming full members of The European Library.
- raise awareness and disseminate information on the opportunities for participation in future projects, aimed at fostering an increased participation of institutions and organisations from the New Member States in future calls for proposals published by the European Commission within the Cultural Heritage and Learning sectors of the IST Programme.

#### **Target audiences**

The target audiences of the TEL-ME-MOR project are in accordance with the overall target groups of The European Library.

TEL-ME-MOR addresses the cultural, educational, industrial and public sectors. It aims to bring together the various professional domain networks, the authorities which are responsible for the institutions and their services to the research sector, the research, scholarly and IT communities. In particular, the project targets the following audiences:

- Libraries, museums, archives
- Educational institutions (schools, universities, etc.)
- Government agencies and policy makers
- Local authorities
- Researchers
- ICT Small and Medium Enterprises (SMEs)
- Individual users.

## **Budget & timeframe**

TEL-ME-MOR has a budget of about 1.4 million Euro and will last for two years

## **Work package 2 – ‘developing the network for access to national resources’**

The TELMEMOR project intends to disseminate and market its results in a number of ways that will ensure synergy with existing networks and target key audiences in the NMS. These activities will be carried out by working closely with the Office of The European Library.

The European Library Office expects the local partners to:

- Complete and return the national library questionnaire that is attached to this plan.
- Run a (free) web-statistical program
- Execute a local websurvey of users. A template will be provided.
- Raise the profile of the expanded network in the NMS and the EU generally by appropriate awareness building in all the local languages in order to bring the attention of researcher and potential IST partners to the assets of The European Library
- Cover significant events in their own country and inform the Office when national (trade) press writes about The European Library
- Promote The European Library project and awareness building at trade associations in journals, and periodicals as well as participation in electronic lists, pro-active emailing and web pages.
- Provide integrated access to the database in order to catalyse new partnerships for research consortia.
- Support web promotion activities, for instance by implementing the linkage program and contacting niche & topic search engines. With SEO templates that are translated in all the different languages, we should increase traffic to the each country from The European Library and vice versa.

Procedure:

- The Office creates and disseminates template marketing and communications plan
- Libraries create and implement a local marketing and communications plan for The European Library according to this template
- The Office incorporates these plans into the overall MCP 2006-2007
- Libraries translate search engine optimisation templates into their own language: The Office sends copy (in English) with guidelines how to write the SEO templates. The libraries are asked to check if the chosen SEO words match their country's search profile, as far as they can The European Library.

Please note appendix II for an integrated overview of the results from the questionnaires. All the separate national library marketing and communications plans are attached under appendix III.

## 4. WHEN

This action timetable will be updated quarterly, aim to cover the following 6 months and will be circulated to the Contacts and the Editorial Working Group. Actions required by the partner libraries will be clearly marked and the deadlines shown.

<b>2006/2007 MARKETING SCHEDULE - CENTRAL</b>			
<b>WHO</b>	<b>When</b>	<b>Activity type</b>	<b>Description</b>
TelMeMor partners	1 <sup>st</sup> week of August	internal	returning TelMeMor questionnaire to Office
Office	May/June 06	Linkage	Create linkage program and linking page
Libraries	on-going	internal	notify the Office when you know of a conference someone of TheEur.Lib.network needs to visit or you are going to attend, ideas & deadlines articles, speaking engagement, etc.etc.
Libraries	on-going	internal	Inform the Office about developments/activities: copy for the newsletter
Libraries	started	internal	Appoint national library marketing contact (contact editorial and/or contact working group)
Libraries	July 06	internal	add to list of themes (preparing 'dossiers'-concept)
Tribal and Office	June/July06	SEO	Germany & France check/correct SEO keywords & templates
Office	July 06	release v1.3	Create registered users database
Office	July 06	release v1.3	Create email alerts for users on new content and saved searches
Office	July 06	PR	press release new partners (before release v1.3)
Libraries	July	PR	translate and disseminate press release (announcement additional members and collections) internally and externally; put it on website and pass on to press contacts
Office	July/Aug 06	Linkage	disseminate standardized (linking request) texts and working document including some addresses
Libraries	July/Sept.06	Linkage	check (location of) own library link to portal and execute linkage program 1st phase
Office	July 06	events	create separate events agenda listing all relevant conferences, exhibitions and speaking opportunities
Libraries	July 06	Instruments	Implement web analytics stats program on library portal to measure and report where traffic is coming from. Very important for TEL ME MOR partners – part of a deliverable.
Office	July06	log files	Create quarterly log file analytical reports (visits duration, search terms, top10countries, etc.)
Office	July06	Linkage	updating linking page
TelMeMor partners	Aug - 1 Sept. 06	internal	create local Marketing plan The European Library
Office	July06	News	Newsletter goes out
Office	Aug 06	conference	IFLA Pre- conference Marketing, shanghai
Office	1 <sup>st</sup> week of August	internal	Disseminate national library questionnaire
Libraries	1 <sup>st</sup> week of September	internal	Update and return national library questionnaire to Office
Office	Aug 06	Linkage	updating linking page (10 and 24 Aug.)
Office	Aug/Sept. 06	report	marketing developments report
Telmemor partners	Aug 06	SEO	create SEO templates according guidelines (provided by Office)
Office	Sept. 06	internal	start editorial assistant

Office	Sept. 06	PR	article in Biblioteche Og
Tribal & Office	Sept./Nov.06	SEO campaign	Google ad campaign restarts via external web marketing company
Office	Sep2007		Create User Board and virtual user group for ad hoc queries and testing (respondents of surveys)
Libraries	Sept. / Nov 06	Linkage	execute linkage program 2nd phase
	Sept. 06	conference	Digital resources for the humanities and arts, UK
Office	Sept. 06	conference	Russian State library, Kamchatka
TelMeMor partners	Sept. 06	internal	Local web survey of users
Office	Sept. 06	conference	ECDL, Spain
Office	Sept. 06	PR	Possible press release CENL meeting: announcement EDL
Libraries	Sept. 06	PR	translate and disseminate press release internally and externally; put press release on website and send it to press contacts
Office	Sept. 06	collateral	Create some collateral for use at exhibitions, conferences etc. An electronic brochure for translation into all languages. A bookmark suitable for use worldwide.
Libraries	Oct. 2006	collateral	translate (and start disseminate) collateral material
Office	Oct. 06	News	newsletter goes out
Office	Oct. 06	conference	Nordic Interlending, Denmark
	Oct. 06	conference	Internet Librarian International 2006 Discovering New Resources, Demystifying Web Technologies, London
Office & Libraries	Oct. 06	conference	Final Policy Conference TelmeMor
Office	Oct. 06	PR	press release final policy TELMEMOR conference
	Oct. 06	conference	International Conference on Multidisciplinary Information Sciences, Spain
Office	Nov. 06	conference	Charleston Library Conference – , Charleston USA
Office & Slovenia	Nov. 06	conference	Online Information, UK
Office	autumn/winter06	internal	editorial year plan
Office	Dec 06	report	On marketing activity for 2006
Office	Dec. 06	News	newsletter goes out
	Dec. 06	conference	International Conference on , India
Office	Dec. 06	MCP	update Marketing & Communication Plan (MCP) 2006/2007
Office	winter06	log files	more detailed research into Log files
TelMeMor partners & Office	Jan. 07	internal	Analysis of impact Telmemor on The European Library
Office	Jan. 07	conference	ACRL 2007, USA
Office	February 07	workshop	Hold a workshop for the user group together with the Contacts Group

## 2006/2007 MARKETING SCHEDULE - N. LIBRARY

WHO	When	Activity type	Description
TelMeMor partners	1st week August06	internal	returning TelMeMor questionnaire to Office
libraries	on-going	internal	notify the Office when you know of a conference someone of TheEur.Lib.network needs to visit or you are going to attend, ideas & deadlines articles, speaking engagement, etc.etc.
libraries	on-going	internal	Inform the Office about developments/activities: copy for the newsletter (issued every 2 months)
libraries	started	internal	Appoint national library marketing contact (contact editorial and/or contact working group)
libraries	July 06	internal	complement list of themes (preparing 'dossiers'-concept)
Germany&France	June/July06	SEO	check/correct SEO keywords & templates
libraries	July	PR	translate and disseminate press release (announcement additional members and collections) internally and externally; put it on website and pass on to press contacts
libraries	July/Sept.06	Linkage	check (location of) own library link to portal and execute linkage program 1st phase
Libraries	July 06	Instruments	Implement web analytics stats program on library portal to measure and report where traffic is coming from. Very important for TEL ME MOR partners – part of a deliverable.
libraries	July 06	Instruments	Implement analytics stats program
TelMeMor partners	Aug/Sept. 06	internal	create local Marketing plan The European Library
Libraries	Aug 06	Linkage	send established links to Office to have these included in linking page (updated 10 and 24 Aug.)
Telmemor partners	Aug 06	SEO	create SEO templates according guidelines (provided by Office)
libraries	Sept./Nov 06	Linkage	execute linkage program 2 <sup>nd</sup> phase
Libraries	1 <sup>st</sup> week of September	internal	Update and return national library questionnaire to Office
libraries	Sept. 06	PR	translate and disseminate press release internally and externally; put press release on website and send it to press contacts
TelMeMor partners	Sept. 06	internal	Local web survey of users
libraries	Oct. 2006	PR	translate (and start disseminate) collateral material
libraries	Oct. 06	conference	Final Policy Conference TelmeMor
All	Dec. 2006	internal	Brainstorming on branding, USP's & positioning TEL
TelMeMor partners	Jan. 07	internal	Analysis of impact Telmemor on The European Library
All	February 07	workshop	Hold a workshop for the user group together with the Contacts Group



## **APPENDICES**

### **I.**

#### ***Competition***

Competition is both within and without The European Library. There is some competition with the National Libraries themselves and who they already give, sell or exchange their data with and there is direct competition with the big search engines. This latter is both for content and for eyeballs. The users gravitate to Google and Yahoo and accept the results they are given often with little care about the quality or accuracy of the material. Instead of fighting this trend we should take advantage of it by allowing Google etc to index our data and work towards quality counting more in the ranking algorithms. Thereby getting users to The European Library and the National Libraries.

There is an element of competition with the libraries themselves who also wish to promote their brand both in a national and international context. The European Library is one of the routes to enable this for libraries.

Worldcat can also be seen as both friend and foe to The European Library. It is competition for user's attention i.e.: users use WorldCat in preference to searching for an item via The European Library and for libraries time in terms of delivery of data to various third parties. It is also yet another route to content. A distribution mechanism.

These competitive elements and others not mentioned can be used for positioning in marketing and for creating some unique selling points for The European Library, such as: High Quality, European, major route to content.

#### ***Customer service strategy***

As a service, The European Library must be prepared to offer some level of help to user. It is much easier and cheaper to retain a customer than to win a new one. It is therefore important that all feedback is answered in as timely manner as possible. A helpdesk will be kept under consideration, but it is hoped that the site will be fairly self explanatory. A helpdesk is an enormous undertaking for a portal such as The European Library leading us to require help in 37 languages if all the libraries eventually participate fully. Proprietary systems such as Question Point will also be given thought.

Customer service also comes from the basic requirement of a robust service delivering what the customer requires in a timely and expected fashion.

Objectives – where do we want to be...

- The most important traffic to any site is the returning traffic. Most publishing sites get between 45 and 65% returnees. At the moment we have no benchmark for The European Library but should by the beginning of 2007 have a better idea of our retention. The aim should be to get to 55% returnees by the middle of 2007.
- The time people spend on a site is usually an indication of their interest and likelihood of returning. Around 50% of site users disappear under the first 30

seconds. These are the bouncers, often arriving from a large search engine, they are not interested in what the site has to offer or find it too complicated to use etc.

- The site needs to be live 24/7 and any reported bugs addressed with speed.

Strategy – how we're going to get there...

- Knowledge of retention will come from an analysis of the log files against the registered users database.
- The use of content rather than key words or what the engines pick up when they crawl the html of the site will improve the number of bouncers we get from search engines.
- Feedback queries answered within 48 hours, staff permitting.
- A Service Level Agreement with the KB needs to reflect the global nature of the site, so should be available 24/7. This may have budgetary consequences.

### ***CENL & Co-operation developments***

To prevent duplication of actions, combine insights and progressing towards the development of the European Digital Library TEL and CENL are co-operating with several European organisations such as DELOS, MICHAEL and the National Representatives Group.

A joint workshop was held with DELOS the digital libraries research network [www.delos.info](http://www.delos.info) to discover ways we might assist each other and to ensure that duplication of activity does not take place. Four areas identified:

- personalisation
- digital library reference models
- multi-linguality
- visualisation

For all 4 areas DELOS does the bulk of the research using the knowledge and data of The European Library.

An approach has been made to MICHAEL [www.michael-culture.org](http://www.michael-culture.org) a project aimed at establishing an international online service at the collection description level, which will allow its users to search, browse and examine multiple national cultural portals from a single point of access. A joint meeting has taken place March 2006 to start talks aimed at ways of building on each others knowledge using the expertise within the networks and finding ways of jointly presenting content to the user. A next meeting is held to determine what the next steps will be.

More information at [http://libraries.theeuropeanlibrary.org/jointprojects\\_en.html](http://libraries.theeuropeanlibrary.org/jointprojects_en.html)

### ***Further information***

For users and usability studies of the portal, please check 'management section' on <http://www.theeuropeanlibrary.org>

'Perceptions of Libraries and Information Resources' (2005)

TEL-ME-MOR Deliverable 2.3

Overall Marketing & Communications Plan for The European Library – August 2006

[http://www.oclc.org/reports/pdfs/Percept\\_all.pdf](http://www.oclc.org/reports/pdfs/Percept_all.pdf)

IFLA feature about international marketing

<http://www.infoday.com/mls/ifla.shtml>

## II. Results from TMM Marketing and Communications Questionnaires

### *Brochures & Posters*

Question: Would you like to translate and print brochures in our own language? How many English printed brochures do you like? Possibly, The European Library Office will also produce an A0 poster on The European Library. This will be largely visual, so should not require translation. Please indicate if and how many posters you like to receive.

name	brochures and posters
<b>Cyprus Library</b>	brochures (500 translated; 200 English) and 10 posters
<b>National Library of Estonia</b>	brochures (1000 translated; 200-500 English) and 10 posters
<b>National Széchényi Library: Hungary</b>	150 English brochures and 150 posters
<b>Martynas Mažvydas National Library of Lithuania</b>	brochures (400 translated; 100 English) and 10 posters
<b>National Library of Malta</b>	100 brochures in English and 100 posters
<b>National Library of Poland</b>	brochures (1000 translated; 100 English) and 20 copies
<b>Slovak National Library</b>	brochures (500 -1000 translated; 100 English) and 14 posters
<b>National and University Library, Slovenia</b>	brochures (500 translated; 500 English) and 10 posters
<b>National Library of Latvia</b>	400 English brochures and 20 posters
<b>National Library of the Czech Republic</b>	50 English brochures and 10 posters

### *Conferences & Exhibitions*

Question: Which conferences and exhibitions will your library attend during 2006/2007 (where you actively will promote The European Library via a stand, a PC demonstration or speaking opportunity)?

name	conferences and exhibitions
<b>Cyprus Library</b>	International Conference in Nicosia, Cyprus (Oct. 30 – Nov. 4, 2006)
<b>National Library of Estonia</b>	IST4Balt workshop 2006, Laagri, Estonia, 29-30 June 2006
	TEL-ME-MOR Policy Conference, Tallinn, Estonia, 18-19 October 2006
	Information Policy Forum, Tallinn, Estonia, 17-18 February 2007

	Annual Conference of the Estonian Librarians Association, Tallinn, Estonia, February 2007
	<i>More events will be listed in the future. Plans for the next year have not yet been made.</i>
<b>National Széchényi Library: Hungary</b>	Annual Conference of the Association of Hungarian Librarians, July 2006
	NETWORKSHOP, 19-21 April, 2006, Miskolc, Hungary
	SHARP July 2006. Hague, The Netherlands
	ADLUG, September 2006 Palermo, Italy
	Preserving Written Cultural Heritage, March 2006 Leipzig, Germany
	CENL Conference, September 2006, Saint Petersburg, Russia
	CERL Conference, November 2006, Budapest, Hungary
	<i>We do not have the data for 2007, but we will provide them when available</i>
<b>Martynas Mažvydas National Library of Lithuania</b>	Bibliotheca Baltica, October 30-31, 2006. Vilnius
	INFOBALT 2006, October 18-21, 2006. Vilnius
<b>National Library of Malta</b>	IFLA Conference in South Korea
	IFLA Conference in South Africa
<b>National Library of Poland</b>	10 <sup>th</sup> Cracow Book Fair, 19-22.10.2006
	15 <sup>th</sup> Historical Book Fair, 30.11-3.12.2006, Warsaw
	17 <sup>th</sup> Warsaw Domestic Book Fair, 8-12.12.2006
	52 <sup>nd</sup> Warsaw International Book Fair, 17-20.05.2006
	practically all library conferences in Poland are attended.
	Plan to organize a conference on the National Digital Library POLONA / TEL
<b>Slovak National Library</b>	Information Use in Information Society, Bratislava, October 2006
	Why digitise? Who benefits? Impact Assessment of Digital Cultural Heritage, Helsinki, October 2006
	Archives, Museums and libraries in Digital World, Prague, December 2006
	INFOS 2007, April 2007, Vysoké Tatry
	IFLA 2007
<b>National and University Library, Slovenia</b>	Annual conference of Public Libraries 2006, 2007
	Annual conference of Special and Academic libraries 2006, 2007
	Conference of Union of Associations of Slovene Libraries, 2007
	Professional Association of Publishers and Booksellers of Slovenia, 2007
<b>National Library of Latvia</b>	Seminar for libraries of former USSR countries*, 1-3 February, 2007
<b>National Library of the Czech Republic</b>	INFORUM 2006: 12th Annual Conference on Professional Information Resources. University of Economics, Prague, May 23-25. 2006
	"Information literacy (knowledge, acquirements for the life – the part of school's and educational projects)" on the 22th. November 2006 in the Moravian Library in Brno
	workshop for the greatest regional libraries about The European Library, Education centre of the National Library of the Czech Republic, December 2006
	national workshop for librarians of special and public libraries (March 2007).

### Trade Associations

Question: Please can you give a list of trade associations and any contacts you have in them for your country.

name	trade associations
<b>Cyprus Library</b>	Cyprus Computer Society
<b>National Library of Estonia</b>	ELNET Consortium Estonian Librarians Association Estonian Non-Formal Adult Education Association
<b>National Széchényi Library: Hungary</b>	Association of Hungarian Librarians Association for the Hungarian Electronic Library Hungarian Association of Content Industry Association of the Hungarian Information Specialists
<b>Martynas Mažvydas National Library of Lithuania</b>	Lithuanian Librarians' Association County Public Libraries Association Lithuanian Municipal Public Library Association
<b>National Library of Malta</b>	Malta Chamber of Commerce
<b>National Library of Poland</b>	N/A
<b>Slovak National Library</b>	Slovak Chamber of Commerce and Industry Federation of Employers' Associations Slovak Union of Producers' Co-operatives Union of Trade and Tourism Automotive Industry Association Association of Chemical and Pharmaceutical Industry of the Slovak Republic Association of Metallurgy, Mining Industry and Geology Union of Entrepreneurs and Employers in Food Industry
<b>National and University Library, Slovenia</b>	Professional Association of Publishers and Booksellers of Slovenia Chamber of Commerce and Industry of Slovenia
<b>National Library of Latvia</b>	Association of Latvian Librarians
<b>National Library of the Czech Republic</b>	AIP Beroun s.r.o Elsyst Engineering

### Journals and Trade Press

Question: Please can you list all the library journals and relevant trade press for your country. If there is a national or regional newspaper that regularly writes about access to information or new websites, could you also list these. If you think you could write an article for any of these journals during 2006/2007, please could you indicate your willingness to contact the editor. If you do succeed in getting an article on The European Library published, please could you make sure that you may reuse it on The European Library site and send us a copy for publication?

name	journals and trade press
<b>Cyprus Library</b>	No local library journals. Largest newspaper is Phileleftheros
<b>National Library of Estonia</b>	Journal "Raamatukogu" (3-5 articles) newspapers do not take any interest in trends in library and information services
<b>National Széchényi Library: Hungary</b>	KKK - Könyv, könyvtár, könyvtáros (Book, Library, Librarian)

	Könyvtári Figyelő (Library Observer)
	MT - Tudományos és Műszaki Tájékoztatás (Scientific and Technical Information)
	Népszabadság, a daily newspaper occasionally publishes articles (1 article)
<b>Martynas Mažvydas National Library of Lithuania</b>	"Tarp knygu" (In the World of Books).
	"Kompiuterija" (PC World)
	Newsletter of the National Library Information Centre
<b>National Library of Malta</b>	Times of Malta
<b>National Library of Poland</b>	EBIB – Electronic Bulletin for Librarians - a journal and informative service, edited by Stowarzyszenie Bibliotekarzy Polskich (Polish Librarians' Association).
	"Bibliotekarz" ("Librarian"), edited by Stowarzyszenie Bibliotekarzy Polskich (Polish Librarians' Association)
	"Praktyka i Teoria Informacji Naukowej i Technicznej"
	„Przegląd Biblioteczny” („Library Review”)
	„Roczniki Biblioteczne” („Library yearbook”)
	“Zagadnienia Informacji Naukowej”
	Rzeczpospolita (national newspaper)
	The first article will be published in EBIB in Dec. 2006
<b>Slovak National Library</b>	Library Journals:
	Knihnica, published by the Slovak National Library
	ITLib, published by the Centre for Scientific and Technical Information
	Aktuality. Informácie z knižničnej a informačnej praxe
	Bulletin (Slovenská asociácia knižníc)
	Časopis Muzeálnej slovenskej spoločnosti
	Digi revue
	ChangeNet.sk
	Informačný bulletin ÚK SAV
	Info manažér TMPP
	Infoweb
	IT news.sk
	Journal of information, control and management systems
	Knižničné noviny
	Knihy a spoločnosť
	Kultúra
	Múzeum
	Národná osвета
	Občasník knihovníkov Bratislavského kraja
	Ochrana pamiatok
	Pamiatky a múzeá - Revue pre kultúrne dedičstvo
	RAK
	Slovenská archivistika
	Technológia vzdelávania
	Verejná správa
	Vlna súčasného umenia a kultúry
<b>National and University Library, Slovenia</b>	Knjižnica
	Knjižničarske novice
	STA
	Delo
	Dnevnik
	Večer
	Finance

<b>National Library of Latvia</b>	one professional library journal "Bibliotēku Pasaule", published by National Library of Latvia (at least 1 article)
<b>National Library of the Czech Republic</b>	BULLETIN SKIP
	ČTENÁŘ (1 article in 2005)
	DUHA
	IKAROS
	INFOOKNO
	INFORMACE
	INFORMAČNÍ ZPRAVODAJ JIB
	KNIHOVNA - knihovnická revue
	KNIHOVNICKÝ ZPRAVODAJ VYSOČINA
	KNIŽNÍ NOVINKY
	KROK
	MÍSTNÍ KULTURA
	OKOO
	PLŽ
	Sova
	SvětLIK
	U NÁS
	VĚSTNÍK ASOCIACE MUZEÍ A GALERIÍ ČESKÉ REPUBLIKY
	ZPRAVODAJ ČIS
	ZPRAVODAJ MASARYKOVY VEŘEJNÉ KNIHOVNY

### List Serves – Discussion Lists

Question: Please can you list any relevant ones for your country and whether you are a member and actively participate in discussions.

name	list serves - discussion lists
<b>Cyprus Library</b>	x
<b>National Library of Estonia</b>	Mailing list of directors of central public libraries, managed by Ministry of Culture
	Mailing list of the bibliographers of Estonian libraries
	Mailing list of the public relations department of the National Library, including most libraries, museums, archives and cultural centres (no fixed address, maintained locally)
	Estonian TEL-ME-MOR mailing list (TEL-ME-MOR-E) , established by the National Library in July 2005 with contacts from research, academic and central public libraries, universities, museums, archives, theatres and cultural centres
	Mailing list of the Estonian Librarians Association, containing public e-mail addresses of all members of the Association
<b>National Széchényi Library: Hungary</b>	Katalist (libraries and librarians)
	KONYVTAR (LIBRARY)
	Mekegyes (Ass. for the Hungarian Electronic Library)
	MKE (Association of Hungarian Librarians)
	Digilist (digitization)
<b>Martynas Mažvydas National Library of Lithuania</b>	Lithuanian Librarians Association.
	Lithuanian Research Library Consortium
<b>National Library of</b>	Not available

<b>Malta</b>	
<b>National Library of Poland</b>	Discussion list of Polish Librarians' Association
<b>Slovak National Library</b>	unicat@ulib.sk
	infoserv@list.upjs.sk
	Infolib FÓRUM
	Board for Implementin ICT in Culture
<b>National and University Library, Slovenia</b>	Nukovci
	Specialne knjižnice
	Splošne knjižnice
	Visokošolske knjižnice
	Univerza v Kopru
	Univerza v Ljubljani
	Univerza v Mariboru
<b>National Library of Latvia</b>	no special List Serves/Discussion Lists exist in Latvia
<b>National Library of the Czech Republic</b>	KNIHOVNA (Library electronic conference)
	INFOZDROJE.CZ (INFO-RESOURCES - electronic conference)
	KOMIG (electronic konference for museum and gallery libraries)

### *Bulletin boards / forums*

Question: Please can you say if you are planning to post The European Library related messages (e.g. site announcements) on bulletin boards that are relevant for your country

<b>name</b>	<b>posting on bulletin boards / forums</b>
<b>Cyprus Library</b>	Cyprus Computer Society
<b>National Library of Estonia</b>	Yes
<b>National Széchényi Library: Hungary</b>	investigating
<b>Martynas Mažvydas National Library of Lithuania</b>	planning
<b>National Library of Malta</b>	Nil
<b>National Library of Poland</b>	possibly EBIB library forum "Digitisation and digital libraries"
<b>Slovak National Library</b>	Yes
<b>National and University Library, Slovenia</b>	No
<b>National Library of Latvia</b>	No
<b>National Library of the Czech Republic</b>	Yes

### *Linking*

Question: Please can you say if you are willing to link to The European Library?

<b>name</b>	<b>linking</b>
<b>Cyprus Library</b>	will link to The European Library
<b>National Library of Estonia</b>	linked from web site of the National Library of Estonia, interested in linking from webcatalogue ESTER and plan to ask our partner libraries to place a link NETI – Estonian Web Catalogue and Search Engine



	wwWärav – a web catalogue
<b>National Széchényi Library: Hungary</b>	linked from our website and plan to make search of TEL possible from our OPAC via an OPEN URL resolver
<b>Martynas Mažvydas National Library of Lithuania</b>	linked from website
<b>National Library of Malta</b>	willing to link to The European Library
<b>National Library of Poland</b>	linked from website
<b>Slovak National Library</b>	www.snk.sk
	www.mylibrary.sk
	www.memoria.sk
<b>National and University Library, Slovenia</b>	Digital Library of Slovenia
	Regional library portal - KAMRA
	Institute of Information Science – IZUM
	Ministry of Culture
	Ministry of Higher Education, Science and Technology
	University of Ljubljana
	University of Maribor
	University of Primorska
	Museums, archives and different IT companies
<b>National Library of Latvia</b>	linked from website and suggesting to partner institutions to do the same
<b>National Library of the Czech Republic</b>	Linked from website

### *Communication*

Question: What internal communication can you undertake to make sure that staff and colleagues of your library know about The European Library?

<b>name</b>	<b>communication</b>
<b>Cyprus Library</b>	Meetings and presentations
<b>National Library of Estonia</b>	intranet, information bulletin, various meetings / briefings for heads of departments and general staff.
<b>National Széchényi Library: Hungary</b>	OSZK-list (Internal list of our library)
	Katalist (libraries and librarians)
	Lecture on TEL at the staff meeting
<b>Martynas Mažvydas National Library of Lithuania</b>	ensured access to TEL and regularly reminded by means of internal e-conferences about progress in development of TEL.
	Seminar for NLL staff providing users with information services introducing TEL and NLL participation prospects will be organized in November 2006.
<b>National Library of Malta</b>	intranet, internal newsletter, During the catalogers' trainings in next few months there will be special message on TEL and the role of it in our work.
<b>Slovak National Library</b>	management meetings, e-mails
<b>National and University Library, Slovenia</b>	intranet
	annual reports
	word of mouth
	internal presentations

<b>National Library of Latvia</b>	Information Hour for Heads of Units and internal e-news journal
<b>National Library of the Czech Republic</b>	inform staff 10 times yearly

### *Log files*

Question: What web analytical program have you installed or are you going to install?

<b>name</b>	<b>log files</b>
<b>Cyprus Library</b>	AWSTATS
<b>National Library of Estonia</b>	AWStats (library website, TEL-ME-MOR central and local web sites)
<b>National Széchényi Library: Hungary</b>	AWSTAT
	eXTReMe Tracking
<b>Martynas Mažvydas National Library of Lithuania</b>	AWSTATS
<b>National Library of Malta</b>	Webtrends
<b>National Library of Poland</b>	considering AWSTATS
<b>Slovak National Library</b>	AWSTATS + temporary gathering web statistics at NAJ.SK service
<b>National and University Library, Slovenia</b>	AWSTATS
<b>National Library of Latvia</b>	Webalizer 2.01
<b>National Library of the Czech Republic</b>	X

### *Other actions*

Question: What other forms of marketing and communication do you feel would be appropriate for The European Library (actions to be considered by The European Library or actions you can undertake on behalf of The European Library)

<b>name</b>	<b>other actions</b>
<b>Cyprus Library</b>	a presentation on how to use TEL
	To take advantage of any opportunity that may arise
<b>National Library of Estonia</b>	Most dissemination needs to be carried out at national level having in mind needs of local users and devising different marketing tactics for different target groups. The European Library Office can take care of international dissemination (conferences, international media and press agencies, universal search engines and directories, etc) and provide partners with information materials to serve as a basis for localised publications as well as with marketing tips, especially in on-line marketing and promotion.

	<p>planning to start a series of training seminars for public and research librarians on The European Library and related services. Similar events are being planned for different user groups (researchers, public officers, pupils, students, teachers, etc). The seminars will take place in various locations over Estonia. As Estonia is a fairly small country and the National Library of Estonia maintains good contacts with all local libraries and with a number of universities, the series will probably cover most regions of the country. The European Library will be integrated also as one of the topics to our regular user education programme.</p>
<b>National Széchényi Library: Hungary</b>	NSZL will develop the prototype of the TELBAR plug-in (similar to Google toolbar) for The European Library
<b>Martynas Mažvydas National Library of Lithuania</b>	X
<b>National Library of Malta</b>	investigating
<b>National Library of Poland</b>	X
<b>Slovak National Library</b>	Continue to be involved in initiatives such as NRG and its related projects. Good relations with the European Commission is also crucial Support TEL/EDL concept and plans
<b>National and University Library, Slovenia</b>	X
<b>National Library of Latvia</b>	bring TEL to youth, for example marketing via music clubs, cinema and other popular venues
<b>National Library of the Czech Republic</b>	X

### III. TelMeMor local Marketing and Communications Plans

# THE EUROPEAN LIBRARY

## MARKETING AND COMMUNICATIONS PLAN

SEPTEMBER 2006 – MAY 2007

## NATIONAL LIBRARY OF ESTONIA

**Triin Soone**

**Marketing Manager**

**[Triin.Soone@nlib.ee](mailto:Triin.Soone@nlib.ee)**

## BACKGROUND INFORMATION

The European Library is a web service of the 45 member libraries of the Conference of European National Librarians (CENL), providing currently unified access to the digital and bibliographic collections of 19 European national libraries. The National Library of Estonia joined The European Library on 1 January 2006 and will contribute to the service by making available its on-line catalogue ESTER, digital archive DIGAR, bibliographic database of articles ISE (*Index Scriptorum Estoniae*), bibliographic database on law and public administration BIE (*Bibliographia Iuridica Estonica*).

## OBJECTIVES

To increase the awareness of all the target groups about The European Library service; to increase both the number of actual users as well as the using frequency by already existing users.

## TARGET GROUPS

1. Employees of the National Library of Estonia.
2. Librarians in other research, academic and central public libraries of Estonia.
3. Researchers from archives, museums and other research institutions.
4. Academic circles: lecturers, students, secondary school teachers and pupils.
5. Publishers and creative staff of publishing houses.
6. Informed citizens having contacts with libraries or with at least some interest in services provided by libraries.

## ACTIONS

### Publications

- **Leaflet** – the National Library of Estonia will translate and print 1000 copies of the leaflet published in English by TEL Office in September 2006. Localisation and printing will take place in October 2006. The leaflet will provide an overview of The European Library service and basic guidelines how to use it.
- **Bookmark** – will be produced by the National Library of Estonia simultaneously with the leaflet. 1000 copies due to be printed in October 2006. Its purpose is to publicise the trade mark of The European Library and make its web address widely known.
- **Poster** – will be produced simultaneously with the above mentioned publications by the National Library of Estonia. 300 copies in A4 format due to be printed in October 2006. This is a separate publication from the A0 poster in English produced by The European Library Office. Its purpose is to publicise the trade mark of The European Library and to make its web address widely known.

*Persons responsible:*

*Ms. Urve Pals, Head of Public Relations Department, [urve.pals@nlib.ee](mailto:urve.pals@nlib.ee)*

*Mr. Toomas Schvak, TEL-ME-MOR Project Manager, [toomas.schvak@nlib.ee](mailto:toomas.schvak@nlib.ee)*

### Lectures and seminars

- **Training seminars for consultants and trainers of the National Library of Estonia** – to make sure that the employees of the library are aware of and capable to use The European Library service, to understand what they can find there and to introduce it to their clients. The seminars will take place from September to October 2006.

- **Training seminars for librarians of the academic and research libraries** – to make sure that the employees of Estonian academic and research libraries are aware of and capable to use The European Library service, to understand what they can find there and to introduce it to their clients. The seminars will take place from October to November 2006.
- **Lectures for the clients of the National Library of Estonia** – The European Library is integrated into the reader instruction programme of the National Library. The first lectures will start in November 2006.
- **Lectures for the librarians undergoing vocational training in the National Library of Estonia** – The European Library is integrated into the 4th module of the training programme open to librarians without previous higher education in librarianship or information sciences. The first course; March 2007.

*Persons responsible:*

Ms. Hela Ojasaar, Deputy Head of the Research and Development Centre, [hela.ojasaar@nlib.ee](mailto:hela.ojasaar@nlib.ee)

Mr. Toomas Schvak, TEL-ME-MOR Project Manager, [toomas.schvak@nlib.ee](mailto:toomas.schvak@nlib.ee)

### Webmarketing (On-line advertising)

- **Regular mailings with news about The European Library** – all press releases and other relevant news items regarding the developments in The European Library have and will be forwarded to cultural and educational networks in Estonia by mailing lists. A targeted message introducing the service and its content will be sent to libraries, schools, universities, museums and archives in October 2006.
- **The European Library banner** – this banner will be published on the web site of Estonian search engine NETI, in the headers of sections *education and culture* and/or *libraries*. This publication is due in January 2007.
- **Links to The European Library portal** – the National Library of Estonia will work to find possibilities to add links to The European Library portal on the web sites of partner libraries, schools, universities and research institutions. This is an ongoing task without any fixed deadlines.
- **Creation of Search Engine Optimisation copy** – The National Library of Estonia will submit copy for Estonian landing pages on The European Library
- Conducting local **web survey** of users

*Persons responsible:*

Ms. Triin Soone, Marketing Manager, [triin.soone@nlib.ee](mailto:triin.soone@nlib.ee)

Ms. Urve Pals, Head of Public Relations Department, [urve.pals@nlib.ee](mailto:urve.pals@nlib.ee)

### Events

- **TEL-ME-MOR Policy Conference „The Digital Future of Cultural and Scientific Heritage”**, 18-19 October 2006, National Library of Estonia, Tallinn – presentations, posters, stands, slideshow.
- **The 10th Jubilee Conference of the Estonian Libraries Network Consortium ELNET**, 25 October 2006, Tartu – stand, publications available
- **Printing and Publishing Conference 2006**, 23 November 2006, National Library of Estonia, Tallinn – publications available
- **The 7th Annual Conference of Estonian Social Scientists**, November 2006, Tartu – stand, publications available
- **Literature Forum „The Library of Babel”**, 15-16 December 2006, National Library of Estonia, Tallinn – stand, publications available
- **The Annual Meeting of the Estonian Librarians Association**, February 2007, National Library of Estonia, Tallinn – stand, publications available

- **The 4th Information Policy Forum**, February 2007, National Library of Estonia, – stand, publications available
- **Baltic Book Fair**, May 2007, Tallinn – stand, publications available

Persons responsible:

*Ms. Triin Soone, Marketing Manager, [triin.soone@nlib.ee](mailto:triin.soone@nlib.ee)*

*Ms. Urve Pals, Head of Public Relations Department, [urve.pals@nlib.ee](mailto:urve.pals@nlib.ee)*

*Mr. Toomas Schvak, TEL-ME-MOR Project Manager, [toomas.schvak@nlib.ee](mailto:toomas.schvak@nlib.ee)*

## Media

- **Co-operation with trade press** – to find opportunities for publishing articles and press releases on The European Library. Potential partners are journals „Raamatukogu” (*Library*) and „Muuseum” (*Museum*) and a newspaper „Õpetajate Leht” (*Teachers’ Paper*).
- **Co-operation with information technology publications** – to find out which IT-journals and magazines would be willing to publish information on The European Library. To provide them with articles on The European Library.
- **Co-operation with daily and weekly newspapers** – as there is almost no interest in librarianship and information sciences in our major newspapers, they are not seen as primary co-operation partners. However, some of them (Eesti Päevaleht, Eesti Ekspress) have sections introducing web portals and the National Library of Estonia will strive to have The European Library covered in those sections.

Persons responsible:

*Ms. Urve Pals, Head of Public Relations Department, [urve.pals@nlib.ee](mailto:urve.pals@nlib.ee)*

*Ms. Triin Soone, Marketing Manager, [triin.soone@nlib.ee](mailto:triin.soone@nlib.ee)*

## Feedback and measurement of results

- **Log file analysis** – the National Library of Estonia will use Awstats software to measure the access of The European Library from the web site of the library. It will be measured against different marketing methods to be used in 2006.
- **Feedback questionnaire** – a study will be conducted among the target groups to evaluate the popularity of the service and the user satisfaction. This study is due in spring 2007.

Persons responsible:

*Ms. Liina Enok, Project Manager, [liina.enok@nlib.ee](mailto:liina.enok@nlib.ee)*

*Ms. Triin Soone, Marketing Manager, [triin.soone@nlib.ee](mailto:triin.soone@nlib.ee)*

# **THE EUROPEAN LIBRARY**

## **MARKETING AND COMMUNICATIONS PLAN**

**2006 –2007**

*Martynas Mažvydas*  
**NATIONAL LIBRARY OF LITHUANIA**



## BACKGROUND INFORMATION

The European Library is a portal which offers access to the combined resources of the 19 national libraries of Europe. Ultimately, all 47 members of the CENL are expected to join their resources in the network.

## OBJECTIVES

To increase the awareness of all the target groups about The European Library service; to increase both the number of actual users as well as the using frequency by already existing users.

## TARGET GROUPS

1. Academic research community: facilitators and users of institutions of interest to academic community, university students, schools, educational establishments.
2. Professional researchers: librarians and information professionals
3. Creative industry and cultural sector: Publishing houses, market research agencies, 'knowledge/training centres' of multinationals, museums, archives;
4. Non-professional researcher: 'informed citizen'

## SCHEDULED ACTIONS

Description	Time
Submit copy for Lithuanian landing pages on The European Library	September 2006
Opening press-conference: introducing of the TEL idea and presenting participation of Lithuania in TEL to Lithuanian media, academic research community and ITT policy makers	October 2006
Using advertising services provided by Lithuanian news portals for promotion of TEL	September 2006 – January 2007
Links to TEL portal placed on web site of NLL, Lithuanian libraries portal and other relevant web sites	September - October 2006
Forming of several lists for dissemination of TEL press releases by e-mail: professional researchers organisations; ITT policy makers, public libraries; libraries of education organisations; NLL specialists and staff	September 2006
Designing of information stand and preparing report for special presentation of TEL at 8 <sup>th</sup> International Symposium of Bibliotheca Baltica "How do we rescue Baltic Heritage in Digital Europe" hosted by the National Library of Lithuania in Vilnius	October 29-30, 2006
Presentation of TEL during the meeting of Scientific Board of NLL	November – December 2006
Seminar for NLL staff providing users with information services introducing TEL and NLL participation prospects	November 2006
Articles and advertisements in professional magazine <i>Tarp knygų</i> (In the World of the Books) and other press presenting TEL for librarians and information professionals	September 2006 – January 2007
Designing of information stand for presentations of TEL in the Library	November 2006

premises: catalogue hall, reading rooms of the NLL – introducing of  
TEL for library visitors and users  
Conducting local **web survey** of users

Winter 06

## **Communication**

External communication channels should be used those, which are usual for population to search for main information they need about library and information services: libraries portals, libraries and other cultural institutions web sites etc. Also news portals widely known in Lithuania could be used for advertising and search after specific key words, e.g., TEL, The European Library, digital library etc. Special small advertising companies – e.g. press conferences – could be arranged and oriented/adapted to special researchers audiences (e.g. in Lithuania – Lithuanian Research Library Consortium, Lithuanian Academic Libraries Directors Association, Lithuanian Public Libraries Directors Association and others).

Librarians providing information services in the National Library of Lithuanian (NLL) should be informed, ensuring access to TEL via NLL website and regularly reminding by means of internal e-conferences about progress in development of TEL. The trainings for the staff of reading rooms should be organized in order to guarantee the dissemination of useful information about the portal of European libraries. This information should be used in their daily work with library services users. Also they should be involved in preparing of surveys of users.

## **Feedback and measurement of results**

- **Log file analysis** – the National Library of Lithuania will use Awstats software to measure the access of The European Library from the web site of the library.

# **THE EUROPEAN LIBRARY**

## **MARKETING AND COMMUNICATIONS PLAN**

**2006 –2007**

### **NATIONAL LIBRARY OF POLAND**

## BACKGROUND INFORMATION

The European Library is a portal which offers access to the combined resources of the 19 national libraries of Europe. Ultimately, all 47 members of the CENL are expected to join their resources in the network.

## OBJECTIVES

The main idea of promoting TEL in Poland is the joint promotion of The European Library and National Digital Library POLONA.

## TARGET GROUPS

1. Academic research community: facilitators and users of institutions of interest to academic community, university students, schools, educational establishments.
2. Professional researchers: librarians and information professionals
3. Creative industry and cultural sector: Publishing houses, market research agencies, 'knowledge/training centres' of multinationals, museums, archives;
4. Non-professional researcher: 'informed citizen'

## SCHEDULED ACTIONS

### September 2006

1. preparing of short text on TEL and sending it to the most important Polish libraries (universities, other high schools, main public libraries, Polish Academy of Science libraries). We will ask the libraries for placing this text on www pages, with links to TEL page.
2. placing information of TEL on the internal page of the National Library (only for our librarians)
3. sending to Fleur Stigter list of 50 volunteers (local web survey of users on TEL)
4. updating information on Polish TEL page

### October 2006

1. placing information on TEL and NDL POLONA in internet forum for librarians
2. preparing few versions of article on TEL and NDL POLONA and sending them to the most important journals for librarians (in EBIB this text will be published in December, in other journals next year)
3. information on TEL during the 10<sup>th</sup> Cracow Book Fair (1-22.10.2006), where we will have a stand
4. information on TEL during two conferences: on journals and for public librarians

### November 2006

1. in the National Library it will be held the conference and promotion of National Digital Library POLONA. Presentation of TEL will be included into the program
2. information on TEL during the 17<sup>th</sup> Warsaw Domestic Book Fair (30.11-3.12.2006), where we will have a stand

### Next months

Information on TEL and NDL POLONA during all conferences attended by the National Library workers.

Additional possibilities considered by the National Library of Poland:

1. promote the inclusion of a short internet teach-yourself manual of TEL, something like "Your first steps in TEL", with screens and comments on the national library page on TEL portal
2. distribution of a TEL leaflet in reading rooms, on stands during book fairs, during conferences. The National Library of Poland can prepare a draft version (in colour!)
3. Creation of Search Engine Optimisation copy – The National Library of Poland considers submitting copy for Polish landing pages on The European Library

### **Feedback and measurement of results**

- **Log file analysis** – the National Library of Poland will help measuring the access of The European Library from the web site of the library.

# **THE EUROPEAN LIBRARY**

## **MARKETING AND COMMUNICATIONS PLAN**

**OCTOBER 2006 – MAY 2007**

### **CYPRUS LIBRARY**

Prepared by

Antonis Maratheftis (Library Director)

[amaratheftis@hotmail.com](mailto:amaratheftis@hotmail.com)

Pany Skitini (Librarian)

[pskitini@yahoo.gr](mailto:pskitini@yahoo.gr)

## BACKGROUND INFORMATION

The European Library is a portal which offers access to the combined resources of the 19 national libraries of Europe. Ultimately, all 47 members of the CENL are expected to join their resources in the network. The Cyprus Library will participate as a full member of [The European Library](#) from 1st January 2007. By doing so it will contribute to the service by making available its online catalogue and its bibliographic database.

## OBJECTIVES

- To increase the awareness of all the target audiences about TEL
- To increase the number of users and usage of the service

## TARGET GROUPS

1. Cyprus Library staff
2. Library Students who do their practical training in the Library
3. Technical personnel that deal with libraries in the Ministry
4. Librarians from other organizations
5. Academic researchers (students, teachers, lecturers, etc.)
6. Informed citizens interested in accessing European cultural resources

## ACTIONS

**Brochure** – The Cyprus Library will use the general information on TEL available from its home page in order to print 500 copies for use in the International Conference on e-Documentation in Cultural Heritage, to be held in Nicosia from October 30 to November 4, 2006. The leaflet may be translated afterwards for mailing to our contacts list and to be used in future workshops or conferences.

**Promotional material** – Pens with TEL logo and URL address to be produced for the above Conference. Other promotional materials will be prepared.

*Persons responsible:*

*Mr. Antonis Maratheftis, Director of the Cyprus Library, TEL-ME-MOR Project Manager,*  
[amaratheftis@hotmail.com](mailto:amaratheftis@hotmail.com)

*Ms. Pany Skitini, Librarian, [pskitini@yahoo.gr](mailto:pskitini@yahoo.gr)*

## Lectures and seminars

- Training seminars for the Library staff. They will take place in Nov. 2006.
- Training seminars for librarians from other libraries. They will take place in November 2006.
- Training seminars for trainee librarians. They will take place whenever needed. At present we have no one involved.

*Person responsible:*

*Ms. Louiza-Maria Pelecanou, Librarian, [louizap@yahoo.com](mailto:louizap@yahoo.com)*

*Ms. Pany Skitini, Librarian, [pskitini@yahoo.gr](mailto:pskitini@yahoo.gr)*

## Webmarketing (On-line advertising)

- In the Cyprus Library web page, the European library banner will be added, hopefully until the end of December 2006.

- Contact with other libraries, universities, etc. with the purpose of adding in their web pages the European library portal.
- Regular mailings to our mailing list and to newspapers with news about TEL.
- Co-operation with other organizations that deal with Information Technology issues. For example the Cyprus Computer Society, which is on our mailing list for information on TEL, has a link in its home page to TEL and in the past has expressed interest to publish relevant news in its home page.
- Creation of Search Engine Optimisation copy – The National Library of Cyprus will submit copy for Greek landing pages on The European Library
- Conducting local **web survey** of users

*Persons responsible:*

*Mr. Antonis Maratheftis, Director of the Cyprus Library, TEL-ME-MOR Project Manager, [amaratheftis@hotmail.com](mailto:amaratheftis@hotmail.com)  
Ms. Pany Skitini, Librarian, [pskitini@yahoo.gr](mailto:pskitini@yahoo.gr)*

## Events

- International Conference “The e-volution of Information Technology in Cultural Heritage”, 30 October – 4 November 2006, Hilton Hotel, Nicosia, Cyprus. Stand, brochures, Internet access and info. about TEL to visitors.

*Person responsible:*

*Ms. Pany Skitini, Librarian, [pskitini@yahoo.gr](mailto:pskitini@yahoo.gr)*

## Media

- Co-operation with newspapers and other mass media (radio, television) to disseminate press releases from TEL and other relevant material. Occasionally, there have been cases of interest on the part of radio or TV to discuss issues relating to TELMEMOR or TEL.

*Persons responsible:*

*Mr. Antonis Maratheftis, Director of the Cyprus Library, TEL-ME-MOR Project Manager, [amaratheftis@hotmail.com](mailto:amaratheftis@hotmail.com)  
Ms. Pany Skitini, Librarian, [pskitini@yahoo.gr](mailto:pskitini@yahoo.gr)*

## Feedback and measurement of results

- Log file analysis - The Cyprus Library will use AWSTATS software to measure access to TEL via the local interface. This will probably have to await the live introduction of our home page (hopefully, by the end of the year), so I would expect that this will take place in the early part of 2007.
- Feedback questionnaire – a questionnaire will be prepared in order to conduct a study assessing the experience of our target audiences with the TEL service in the spring of 2007.

*Persons responsible:*

*Pantelis Papaconstantinou, Assistant Technical Officer, [ppapaconstantinou@dits.mof.gov.cy](mailto:ppapaconstantinou@dits.mof.gov.cy)  
Ms. Pany Skitini, Librarian, [pskitini@yahoo.gr](mailto:pskitini@yahoo.gr)*



# **THE EUROPEAN LIBRARY**

## **MARKETING AND COMMUNICATIONS PLAN**

**SEPTEMBER 2006 – MAY 2007**

### **NATIONAL LIBRARY OF CZECH REPUBLIC**

## BACKGROUND INFORMATION

The European Library is a portal which offers access to the combined resources of the 19 national libraries of Europe. Ultimately, all 47 members of the CENL are expected to join their resources in the network.

## OBJECTIVES

- To increase the awareness of all the target audiences about TEL
- To increase the number of users and usage of the service

## TARGET GROUPS

1. Academic research community: facilitators and users of institutions of interest to academic community, university students, schools, educational establishments.
2. Professional researchers: librarians and information professionals
3. Creative industry and cultural sector: Publishing houses, market research agencies, 'knowledge/training centres' of multinationals, museums, archives
4. Non-professional researcher: 'informed citizen'

## SCHEDULED ACTIONS

WHEN	Description
On-going	Promotion The European Library in cultural institutions, museums, archives, libraries, high schools.
On-going	Translation and distribution press releases.
May 06	INFORUM 2006: 12th Annual Conference on Professional Information Resources. University of Economics, Prague
September 06	Stats program: NL has implemented software Webalizer <a href="http://knihovnam.nkp.cz/wstat/">http://knihovnam.nkp.cz/wstat/</a>
November 06	Training students of The Higher Special School of Information Services on searching The European Library
November 2006	Presentation conference " <b>Information literacy</b> (knowledge, <b>acquirements for the life</b> – the part of school's and educational projects)", Moravian Library in Brn (targeted audience: school directors and librarians)
November/06 January 07	Writing 2 articles for librarianship journals
December 06	TEL Workshop for the greatest regional libraries, education centre of the National Library of the Czech Republic
January 07	Workshop/training for librarians

## Webmarketing (On-line advertising)

- Linking
- Regular mailings to our mailing list and to newspapers with news about TEL.

- Website optimization– NL uses search engine optimized websites according W3C standards. The National Library of Czech Republic will submit (search engine optimisation) copy for Czech landing pages on The European Library
- Conducting local web survey of users

#### **Feedback and measurement of results**

- **Log file analysis** – the National Library of Czech Republic will help measuring the access of The European Library from the web site of the library.

# **THE EUROPEAN LIBRARY**

## **MARKETING AND COMMUNICATIONS PLAN**

**2006 –2007**

### **NATIONAL LIBRARY OF SLOVENIA**

## BACKGROUND INFORMATION

The European Library is a portal which offers access to the combined resources of the 19 national libraries of Europe. Ultimately, all 47 members of the CENL are expected to join their resources in the network.

## OBJECTIVES

- To increase the awareness of all the target audiences about TEL
- To increase the number of users and usage of the service

## TARGET GROUPS

1. Academic research community: facilitators and users of institutions of interest to academic community, university students, schools, educational establishments.
2. Professional researchers: librarians and information professionals
3. Creative industry and cultural sector: Publishing houses, market research agencies, 'knowledge/training centres' of multinationals, museums, archives
4. Non-professional researcher: 'informed citizen'

## ACTIONS

### Webmarketing (On-line advertising)

- **Regular mailings with news about The European Library** – We send promotional emails on regularly basis at many relevant addresses, for instance lists of universities.
- **Site Announcements** – The National Library of Slovenia will place announcements on the own website and also on the local portal Digital Library of Slovenia
- **Links to The European Library portal** – the National Library of Slovenia will work to find possibilities to add links to The European Library portal on the web sites of partner libraries, ministries, universities, research institutions, museums, archives and different IT companies.
- **Creation of Search Engine Optimisation copy** – The National Library of Slovenia considers submitting copy for Slovenian landing pages on The European Library
- Conducting local **web survey** of users

### Media

- **Co-operation with (trade) press** – The National Library of Slovenia already published 7 articles about The European Library in 2005. For 2006 we aim to find more opportunities for publishing articles and press releases on The European Library.

### **Internal communication**

Mechanisms the National Library of Slovenia intends to use to inform staff and related personnel about The European Library:

- Intranet
- Annual Reports
- “word of mouth”
- Internal presentations for employees

### **Feedback and measurement of results**

- **Log file analysis** – the National Library of Slovenia will use Awstats software to measure the access of The European Library from the web site of the library.

# **THE EUROPEAN LIBRARY**

## **MARKETING AND COMMUNICATIONS PLAN**

**2006 –2007**

### **SLOVAK NATIONAL LIBRARY (SNK)**

## **BACKGROUND INFORMATION**

The European Library is a portal which offers access to the combined resources of the 19 national libraries of Europe. Ultimately, all 47 members of the CENL are expected to join their resources in the network. The Slovak National Library (SNK) has entered the TEL consortium with its analogous national initiative of the common library and information system with the output of the Slovak Library portal.

## **OBJECTIVES**

- To increase the awareness of all the target audiences about TEL
- To increase the number of users and usage of the service

For the end of 2006 the strategic objective is to have the Slovak Library in seamless operation under the TEL service, which means technically fine-tuning searching options and using OAI. By the end of 2006 the Memoria slovacca collection, that are now a subset of the Slovak Library, will move to a new digital asset management system environment. By the end of 2007 the content enabled by SNK will be accessed through more collection descriptions (and multilingual subject access tools). This should provide always new enhancements and further development to communicate to target group, who must see the TEL as an evolving service, the transition to EDL must also be made clear to the user and participants.

## **TARGET GROUPS**

1. Academic research community: facilitators and users of institutions of interest to academic community, university students, schools, educational establishments.
2. Professional researchers: librarians and information professionals - similar persons in museums, archives, galleries
3. Creative industry and cultural sector: Publishing houses, market research agencies, 'knowledge/training centres' of multinationals, museums and archives
4. Non-professional researcher: 'informed citizen'

## **ACTIONS**

- brochures and posters will be distributed in Slovak National Library and in scientific libraries throughout Slovakia

## **Events**

- Information Use in Information Society, Bratislava, October 2006
- Why digitise? Who benefits? Impact Assessment of Digital Cultural Heritage, Helsinki, october 2006
- Archives, Museums and libraries in Digital World, Prague, december 2006
- INFOS 2007, April 2007, Vysoké Tatry
- IFLA 2007



## Webmarketing (On-line advertising)

- **Regular mailings with news about The European Library** – We can send promotional emails via list serves
- **Site Announcements** – The National Library of Slovakia will post announcements on bulletin boards / forums
- **Links to The European Library portal** – the National Library of Slovakia will work to find possibilities to add links to The European Library portal on the web sites of partner libraries, ministries, universities, research institutions, museums, archives and different IT companies.
- **Creation of Search Engine Optimisation copy** – The National Library of Slovakia considers submitting copy for landing pages on The European Library
- Conducting local **web survey** of users

## Communication

Communication with the public, users, communities via the relevant channels (mass-media, journals, forums, discussion groups etc). The target groups will be gradually given the concept of the European Digital Library.

The plan for communication has been worked out listing all relevant entities.

Some of the information and dissemination campaigns will be in parallel with the MinervaEC eContentPlus project that has the intention to support the European Digital Library.

The European Library shall be presented as a solution on European level that is an analogy to the national initiative of building the Slovak Library.

An advantage is friendly personal relationships with representatives of various media and press agencies. Also, the SNK's contact for TEL is member of the National Representatives Group, which can be efficient in supporting and promoting library community (such as CENL) concepts in international forum.

Good communications with TEL Office on a regular basis and communicate with system vendor support. Close cooperation with partner libraries on multilingual subject access and interface translation and associated updates.

## Feedback and measurement of results

- **Log file analysis** – the National Library of Slovakia will use Awstats software to measure the access of The European Library from the web site of the library. We will also gather webstatistical data at NAJ.SK service (temporary)

# **THE EUROPEAN LIBRARY**

## **MARKETING AND COMMUNICATIONS PLAN**

**September 2006 – January 2007**

### **NATIONAL LIBRARY OF LATVIA**

Prepared by

Ivars Indāns  
Dzintra Mukāne  
Ināra Drulle.

## BACKGROUND INFORMATION

The European Library is a portal which offers access to the combined resources of the 19 national libraries of Europe. Ultimately, all 47 members of the CENL are expected to join their resources in the network.

## OBJECTIVES

- To increase the awareness of all the target audiences about TEL
- To increase the number of users and usage of the service

## TARGET GROUPS

1. Academic research community: facilitators and users of institutions of interest to academic community, university students, schools, educational establishments.
2. Professional researchers: librarians and information professionals
3. Creative industry and cultural sector: Publishing houses, market research agencies, 'knowledge/training centres' of multinationals, museums and archives
4. Non-professional researcher: 'informed citizen'

## SCHEDULED ACTIONS

**Posters, Leaflets / booklets** – The Library of Latvia will distribute these at the own library, university libraries and public libraries (November- January).

**Co-operation with (trade) press** – to find opportunities for publishing articles and press releases on The European Library. Possibly get an article published by "Bilbiotēku Pasaule" (The World of Libraries").

## Lectures and seminars

- Speech for Directors and chief specialists of Ukrainian scientific and academic libraries, Conference September, Dnepropetrovsk (Ukraine)
- Experience exchange visits from Russian State Library to National Library of Latvia, October and December, Riga (Latvia)
- 3 days visit to National Library of Georgia, October, Tbilisi (Georgia)
- Informational activities within study process in University of Latvia aimed at students of Library Science and information Science, University of Latvia, September 2006 – January 2007, University of Latvia, Riga
- Information about DiBi and its interoperability with TEL: Pilot project "Jāzeps Vitols" : 1-st phase of Digital Library of Latvia (DiBi), October – January aimed at "smart audience"
- Speech in Assemblage of Zemgale region librarians, and informal informational activities, September, Bauska (Latvia)
- Speech in Assemblage of Latgale region, informal informational activities, October, Preiļi (Latvia)
- Meeting of directors of Latvian libraries, November, Riga (Latvia)
- Seminar on TEL and TelMeMor, January, Riga (Latvia)

**Details:**

Audience	Type of activity	When	Where
8 <sup>th</sup> summer school seminar for Latvian Librarians	Seminar, speeches: "Planning, Coordination and Management of Digitisation Projects", author: Mrs. Inga Grīnfelde and "Latvian National Digital Library and its coherence with The European Library", author: Mrs. Anita Goldberga	June 12-14	Usma, Latvia,
Persons interested in EU support to digitation projects	Participation in "econtentplus Informational Days" seminar organized by the Secretariat of Special Assignments Minister for Electronic Government Affairs, speech: Participation of NLL in TelMeMor Project", author: mr. Ivars Indāns	July, 6	Riga, Latvia
Directors and chief specialists of Ukrainian scientific and academic libraries	„Опыт Национальной библиотеки Латвии в участии в Проектах Евросоюза” - speech within conference for Directors of Ukrainian Libraries. Author: Mr. I.Indāns	September 2-5	Dnepropetrovsk , Ukraine,
Librarians and chief specialists of Russian State Library (St Petersburg)	Meetings with specialists from Russian State Library in National Library of Latvia. The specialists of NLL: Dace Gasiņa, Dzintra Mukāne, Guna Dēliņa, Inga Grīnfelde, Anna Mauliņa, Rudīte Kalniņa answered to questions and introduced Russian colleagues with our work in TELMEMOR project and digitization processes.	October 2-8 December 18-22	Riga, Latvia (NLL)
Librarians and chief specialists from of Georgian Academic, Scientific libraries, National Library of Georgia	3 days visit to National Library of Georgia, at National Library of Georgia Anniversary celebrity	October 25-27	Tbilisi, Georgia
Informational activities within study process in University of Latvia	Students of Library Science and information Science, University of Latvia	September 2006- January 2007	University of Latvia, Riga, Mrs. Līga Krūmiņa, lecturer
DiBi visitors – researchers, students, musicians,	Information about DiBi and its interoperability with TEL:	October	<a href="http://vitols.lnb.lv">http://vitols.lnb.lv</a>

librarians ("smart" audience)	Pilot project "Jāzeps Vitols" : 1-st phase of Digital Library of Latvia (DiBi)	er - January	<a href="#">y</a>
Directors and librarians of Zemgale region libraries, Latvia	Speech in Assemblage of Zemgale region librarians, informal informational activities: "Nowadays Actualities in European Library World"	September 20	Bauska, Latvia, Mrs. Dzintra Mukāne
Directors and librarians of Latgale region, Latvia	Speech in Assemblage of Latgale region, informal informational activities	October, 22	Preiļi, Latvia Mrs. Anna Mauliņa
Meeting of directors of Latvian libraries	Directors of Latvian libraries, speech: Latvian National Digital Library and The European Library"	November, 7-8	Riga, Latvia Mr. Ivars Indāns
Librarians and chief specialists of 5 Latvian public libraries, Academic Library and specialists from libraries in Ukraine, Georgia, Russia, Belorussia, Kazakhstan, Armenia, Azerbaijan, Moldova	Seminar on TEL and TelMeMor	January, 2007	Riga, Latvia

### Webmarketing (On-line advertising)

- **Regular mailings with news about The European Library** – We can send promotional emails via list serves
- **The European Library banner** – this banner will be published at the frontal page of [www.lnb.lv](http://www.lnb.lv) (September - January) and at University of Latvia webpage, Library section [www.lu.lv/biblioteka](http://www.lu.lv/biblioteka) (October - January). Targeted audience: "smart audience" and in particular researchers, students, academics (youngsters).
- **Links to The European Library portal** – the National Library of Latvia will work to find possibilities to add links to The European Library portal on the web sites of partner institutions, especially academic libraries. This is an ongoing task without any fixed deadlines.
- **Creation of Search Engine Optimisation copy** – The National Library of Latvia considers submitting copy for landing pages on The European Library
- Conducting local **web survey** of users

### Feedback and measurement of results

- **Log file analysis** – the National Library of Latvia will use Webalizer software to measure the access of The European Library from the web site of the library.

# **THE EUROPEAN LIBRARY**

## **MARKETING AND COMMUNICATIONS PLAN**

**2006 – 2007**

*National Széchényi Library*  
**NATIONAL LIBRARY OF HUNGARY**

## BACKGROUND INFORMATION

The European Library is portal which offers to the combined resources of the 19 national libraries of Europe. Ultimately, all 47 members of the CENL are expected to join their resources in the network.

## OBJECTIVES

- To increase the awareness of all the target groups about TEL
- To increase the number of users and their usage of the service

## TARGET GROUPS

1. Librarians of NSZL and other libraries in Hungary
2. Academic research community: facilitators and users of institutions of interest to academic community, university students, schools, educational establishments
3. Professional researchers: librarians and information professionals
4. Creative industry and cultural sector: Publishing houses, market research agencies, knowledge/training centres' of multinationals, museums, archives
5. Non-professional researcher: 'informed citizen'

## ACTIONS

### Publications

- **Leaflet** – we will distribute 150 copies of the leaflet published in English by TEL Office in September 2006.
- **Poster** - 10 posters will be displayed in NSZL and in university libraries

### Lectures and seminars

- **Seminar at staff meeting of the National Library of Hungary** – to make sure that the employees of the library are aware of and capable to use The European Library service
- **Training for the patrons of the National Library of Hungary** – staff of NSZL will give lectures on the use of TEL

### Webmarketing (On-line advertising)

- Publicise news about TEL in the national mailing list of librarians and for our contacts, including newsletters and reports
- Postings - we are investigating the possibilities to post messages on bulletin boards /forums
- Links to The European Library portal – the National Library of Hungary plans to make it possible to search TEL from the OPAC (<http://nektar.oszk.hu>) via an OPEN URL resolver and investigate other possibilities

- At the Zagreb TEL meeting it was agreed that NSZL will develop the prototype of the TELBAR plug-in (similar to Google toolbar) for The European Library
- Conducting local **web survey** of users

## Events

- Annual Conference of the Association of Hungarian Librarians, 27-29 July, 2006, Kecskemét, Hungary
- NETWORKSHOP, 19-21 April, 2006, Miskolc (Hungary)
- EBLIDA Annual Council Meeting, May 2006 Hungary
- SHARP July 2006. Hague (The Netherlands)
- ADLUG, September 2006 Palermo (Italy)
- Preserving Written Cultural Heritage, March 2006 Leipzig (Germany)
- CENL Conference, September 2006, Saint Petersburg (Russia)
- CERL Conference, November 2006, Budapest (Hungary)

## Media

- Co-operation with daily and weekly newspapers – find opportunities to get an article published, for instance by Népszabadság (a daily)
- To publish an interview about TEL in one of the library journals.

## Feedback and measurement of results

- **Log file analysis** – the National Library of Hungary will use Awstats software / eXTReMe Tracking to measure the access of The European Library from the web site of the library.
- The National Library of Hungary will develop a special program to measure traffic from the portal



# **THE EUROPEAN LIBRARY**

## **MARKETING AND COMMUNICATIONS PLAN**

**2006 – 2007**

### **NATIONAL LIBRARY OF MALTA**

## **BACKGROUND INFORMATION**

The European Library is a portal which offers access to the combined resources of the 19 national libraries of Europe. Ultimately, all 47 members of the CENL are expected to join their resources in the network.

## **OBJECTIVES**

- To increase the awareness of all the target audiences about TEL
- To increase the number of users and usage of the service

## **TARGET GROUPS**

1. Academic research community: facilitators and users of institutions of interest to academic community, university students, schools, educational establishments.
2. Professional researchers: librarians and information professionals
3. Creative industry and cultural sector: Publishing houses, market research agencies, 'knowledge/training centres' of multinationals, museums, archives
4. Non-professional researcher: 'informed citizen'

## **SCHEDULED ACTIONS**

- posters will be displayed in the National Library, Central Public Library and Regional and Branch Libraries

## **Webmarketing (On-line advertising)**

- Links to The European Library portal – the National Library of Malta plans to link to The European Library portal
- Regarding to the creation of Search Engine Optimisation copy; the English language is also used as the first language in Malta
- Conducting local web survey of users

## **Events**

- IFLA Conference, South Korea
- IFLA Conference, South Africa
- The committee set up to organize Exhibitions will be trying to see what other TELMEMOR activities would be appropriate.

## **Media**

- Co-operation with (trade) press – to find opportunities to get an article published. The national library of Malta is for instance in contact with a leader Maltese newspaper. When we get an article on The European Library published by the Times of Malta, we will make sure that The European Library may reuse it

### **Internal Communication**

- In the near future we will be starting digitizing some of our antique material found at the National Library of Malta. The library staff will be informed about this achievement.

### **Feedback and measurement of results**

- **Log file analysis** – the National Library of Hungary will use Webtrends to measure the access of The European Library from the web site of the library.